

# Taste Discovery: Merit Ultra Lights.



Only  
4 mg  
tar  
Regular &  
Menthol

*Now the Merit idea has been introduced at only 4 mg tar. Merit ULTRA LIGHTS—A milder Merit for those who prefer an ultra low tar cigarette.*

*Merit ULTRA LIGHTS. It's going to set a whole new taste standard for ultra low tar smoking.*

## MERIT Ultra Lights

© Philip Morris Inc. 1981.  
4 mg "tar," 0.4 mg nicotine  
av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined,  
That Cigarette Smoking Is Dangerous to Your Health.

